



ROLE DESCRIPTION MARKETING & COMMUNICATIONS CO-ORDINATOR - OKGA

1. ROLE PURPOSE

The Old Knox Grammarians' Association (OKGA) is one of Australia's largest and most active alumni networks, with more than 12,000 members of all ages, from all walks of life, situated right around the world.

The Marketing and Communications Co-ordinator - OKGA is responsible for the creation and delivery of communication content across numerous communication channels, including email, web, and social media; the creation and management of alumni events; and the maintenance of the alumni CRM database.

The Marketing and Communications Co-ordinator - OKGA works as a member of the OKGA Team which is inspired at all times by the highest ideals of teamwork, collegiality, integrity and professionalism. The function of the OKGA team is to deliver a broad range of services to support the OKGA and the School's educational mission.

2. ROLE RELATIONSHIPS

The Marketing and Communications Co-ordinator - OKGA will be required to build and maintain a range of communications channels on behalf of the OKGA, including LinkedIn, Facebook and Instagram, while managing the weekly email newsletter, and organising and coordinating functions and special events.

It is essential the Marketing and Communications Co-ordinator – OKGA has a proven track record of success with external communications, communication content creation, social media channel management, events management and CRM management.

The role will also work with a committed OKGA Executive Committee and a number of sub-committees to achieve the following:

2.1 Communication/Marketing/Events:

- Develop and coordinate content for a range of communication channels, including digital media, the weekly newsletter, half-yearly publication (The Thistle), and a range of other uses. Build strategies for expanding the use of digital communication channels among OKGA members.
- Source alumni news and material for use in OKGA and Knox publications.
- Coordinate and deliver all OKGA events and functions throughout the year, including managing the yearly events calendar, liaising with event organising committees, coordinating event production, facilitate payments to suppliers and from attendees, and researching opportunities for improvement to existing events, and creation of new events.
- Facilitate organisation of administrative events, including OKGA and Senior Knoxonian AGMs and other special functions.
- Facilitate the management and execution of reunions and international functions, coordinating with OKGA members and supporting the identification of venues and the collection of payments.

2.2 Administration:

- Oversee the management of the OKGA CRM database, and ensure data entry is completed in a timely manner. Develop strategies to ensure data is collected and sourced frequently to maintain integrity and value of database.
- Provide secretariat support for the OKGA Executive Committee, including facilitation of board papers, committee minutes and management of the AGM.
- Support management of financial administration within OKGA office at the discretion of the Director of Alumni Relations.
- Maintain recordkeeping and document storage processes and systems to ensure OKGA records are maintained. Work with OKGA Executive Committee to support archive and historical document digitisation.
- Develop strategies to enhance the OKGA merchandise program, and ensure merchandise stock is maintained.

Key Skills & Abilities

- Graduate-level experience in event management, social media channel management, communication content creation and/or database management with a demonstrable track record of success.
 - Proven experience creating content for social media channels and facilitating engaging events.
 - Demonstrated ability to execute content creation and event planning strategies.
 - Ability to build strong networks and relationships quickly.
 - Excellent written and verbal communication skills, with strong attention to detail and an ability to plan and meet deadlines.
 - Comfortable in a fast-paced environment with proven ability to prioritise simultaneous projects.
 - Experience working with CRM databases desirable.
 - Graphic design and video creation/editing capabilities desirable.
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3. ROLE STRUCTURE

The Marketing and Communications Co-ordinator - OKGA is directly responsible to the Director of Alumni Relations and the Head of the OKGA. As with all employees, the Marketing and Communications Co-ordinator – OKGA will ultimately be responsible to the Headmaster.

4. LENGTH OF TENURE

The Marketing and Communications Co-ordinator – OKGA is appointed on a permanent, full-time ongoing basis, following the successful completion of a six month probationary period.

5. APPRAISAL/REVIEW CONDITIONS

The Marketing and Communications Co-ordinator – OKGA as with all permanent staff, undergo regular informal appraisals, the appointee to this position will also be required to undergo a yearly formal appraisal process with the Director of Alumni Relations and President of the OKGA.

6. WORKPLACE HEALTH AND SAFETY (WH&S)

The incumbent will actively support and contribute to the maintenance and development of a safe working environment by:

- Reporting incidents or accidents to the appropriate staff as soon as possible.
- Reporting any near miss incidents to the appropriate staff as soon as possible.
- Working within the WHS management systems that have been adopted by the School.

7. TERMS AND CONDITIONS

The Marketing and Communications Co-ordinator – OKGA is required to work 48 weeks per year with four weeks annual leave. Annual leave will be taken at agreed mutually convenient periods throughout the year. The ordinary average hours of work (exclusive of meal breaks) shall be 38 hours per week, although there may be times when hours will fluctuate due to cyclical demands and specific operational requirements.

8. SALARY

The remuneration for this position will be commensurate with the qualifications and experience of the candidate and the responsibilities of the role.

Please note:

All staff are subject to mandatory screening procedures in line with Child Protection Legislation and will be required to hold a current Working With Children Check.
